

Rep Order# 9797768 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/20/2012 9:23 AM
Last Received: 08/19/2012 2:05 PM
Showing Buylines: All Lines

1 of 2

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL ISSUE GROU
Product P-USA ACTION
Estimate# 1562
Buyer CASEY BESSETTE
Phone#
Fax#

WWSB-TV

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1562
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

PRIORITIES USA ACTION *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW PRIORITIES ORDER
PLEASE CNEM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	7A-8A	GMA	:30	\$400.00	09/25-09/28	4	1	4	\$1,600.00	
	2	M	7A-8A	GMA	:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
	3	TU-F	12P-1230P	NEWS	:30	\$125.00	09/25-09/28	4	1	4	\$500.00	
	4	M	12P-1230P	NEWS	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	
	5	TU-F	530P-6P	NEWS	:30	\$500.00	09/25-09/28	2	1	2	\$1,000.00	
	6	TU-F	6P-630P	NEWS	:30	\$800.00	09/25-09/28	4	1	4	\$3,200.00	
	7	M	6P-630P	NEWS	:30	\$800.00	10/01-10/01	1	1	1	\$800.00	
	8	SA	7P-730P	MILLIONAIRE	:30	\$450.00	09/29-09/29	1	1	1	\$450.00	
	9	SU	630P-7P	NEWS	:30	\$450.00	09/30-09/30	1	1	1	\$450.00	

Rep Order# 9797768 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/20/2012 9:23 AM
Last Received: 08/19/2012 2:05 PM
Showing Buylines: All Lines

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL ISSUE GROU
Product P-USA ACTION
Estimate# 1562
Buyer CASEY BESSETTE
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1562
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---REPORT TOTALS---

Report Totals: 19 / \$8,525.00

---SALES MONTHLY TOTALS---

Sep 12: 16 / \$7,200.00 Oct 12: 3 / \$1,325.00

Sales Totals: 19 / \$8,525.00

Station Totals: 19 / \$8,525.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$170,500

CABL 0%	UNKN 0%	WBSV 0%	WFLA 29%	WFTS 29%
WTOG 1%	WTSP 14%	WTTA 4%	WTVT 18%	WWSB 5%

Books null
Demos RA35+

Rep Order# 9797768 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 31470

Printed: 08/20/2012 1:31 PM
Last Received: 08/20/2012 1:22 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL ISSUE GROU
Product P-USA ACTION
Estimate# 1562
Buyer CASEY BESSETTE
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1562
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

PRIORITIES USA ACTION *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED PGM ON LN 8
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*8	SA	7P-730P	NEWS	:30	\$450.00	09/29-09/29	1	1	1	\$450.00	
Sales Remark: V3 REVISED PGM												
V3 Program Name Change, Comment Changed												

---REPORT TOTALS---

Report Totals: 1 / \$450.00

---SALES MONTHLY TOTALS---

Sep 12: 16 / \$7,200.00 Oct 12: 3 / \$1,325.00
Sales Totals: 19 / \$8,525.00
Station Totals: 19 / \$8,525.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$170,500
CABL 0% UNKN 0% WBSV 0% WFLA 29% WFTS 29%
WTOG 1% WTSP 14% WTTA 4% WTVT 18% WWSB 5%

Books null
Demos RA35+

Rep Order# 9797768 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 31470

Printed: 08/20/2012 1:31 PM
Last Received: 08/20/2012 1:22 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL ISSUE GROU
Product P-USA ACTION
Estimate# 1562
Buyer CASEY BESSETTE
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1562
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILLIPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

And:

MUNDY KATOWITZ MEDIA
1322 G STREET, SE
WASHINGTON, DC 20003

<u>Contract / Revision</u> 31470 /		<u>Alt. Order #</u> 09797768
<u>Product</u> 1562/P-USA ACTION		
<u>Contract Dates</u> 09/25/12 - 10/01/12		<u>Est. #</u> 1562
<u>Advertiser</u> PRIORITIES USA ACT		<u>Original Date / Revision</u> 08/20/12 / 08/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 321	<u>Product Code</u> 340
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	09/25/12	09/28/12	Good Morning America	7-9a		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$400.00			
N 2	7	10/01/12	10/01/12	Good Morning America	7-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$400.00			
N 3	7	09/25/12	09/28/12	ABC 7 News at Noon	12-1p		:30			NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$125.00			
N 4	7	10/01/12	10/01/12	ABC 7 News at Noon	12-1p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$125.00			
N 5	7	09/25/12	09/28/12	ABC 7 News at 530p	530-6p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				2	\$500.00			
N 6	7	09/25/12	09/28/12	ABC 7 News at 6p	6-630p		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$800.00			
N 7	7	10/01/12	10/01/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$800.00			
N 8	7	09/29/12	09/29/12	ABC 7 Sat News at 7p	7-730p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$450.00			
N 9	7	09/30/12	09/30/12	ABC 7 Sun News at 630	630-7p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$450.00			
Totals											19	\$8,525.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	16	\$7,200.00	\$6,120.00
10/01/12 -10/01/12	3	\$1,325.00	\$1,126.25
Totals	19	\$8,525.00	\$7,246.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

Contract / Revision	Alt. Order #
31470 /	09797768

Contract Dates	Product	Est. #
09/25/12 - 10/01/12	1562/P-USA ACTION	1562

Advertiser	Original Date / Revision
PRIORITIES USA ACT	08/20/12 / 08/20/12

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.